



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Sara L. Hensley

SUBJECT: OFFICE ON AGING

DATE: 05-27-05

Approved

/s/

Date

06/01/05

The purpose of this memorandum is to provide information regarding the number of senior customers that will be affected by proposed reductions to the Office on Aging in the Parks, Recreation and Neighborhood Services Department.

CITYWIDE SPECIAL AND CULTURAL EVENTS

The 1.0 FTE Recreation Supervisor position proposed for elimination has been vacant for over a year. The programs and services provided by this position were placed on hiatus during FY 2004-05 due to the hiring freeze; therefore, the impacts of this reduction have already been realized. *Prior* participation numbers were:

San José Senior Games: In FY 2003-04, 148 unduplicated seniors participated in senior games activities. Registration forms showed that approximately 70% of athletes participating in the Senior Games were from outside the San Jose area.

Multi-Cultural Festival: In FY 2003-04, approximately 200 people participated in or attended the Multi-Cultural Festival. In FY 2004-05, the Multi-Cultural Working Group planned to host the event; however, there was insufficient interest from ethnic participant groups. Due to the lack of participant interest, this event would not continue even if the 1.0 FTE Recreation Supervisor position remained.

Walk-A-Golden Mile: This event has been experiencing declining attendance over the last several years. At its peak, this event drew approximately 800 senior participants. In FY 2003-04, the event hosted approximately 400 participants. The event was cancelled in FY 2004-05 as a result of the frozen position. The Municipal Health Services Program (MHSP) helped mitigate the impact of this reduction by starting a new Senior Health and Wellness Festival in FY 2004-05. The Health and Wellness Festival was scheduled in the same location and in the same month as the former Walk-a-Golden Mile event. The new event included information and resource tables, exercise demonstrations, a fun walk, and a lunch in accordance with the federal MHSP guidelines. Response to the new event was extremely strong, with over 625 seniors participating in the event.

Digital Clubhouse: The Digital Clubhouse Project pairs seniors with youth in an intergenerational storytelling project. Youth are trained to use computers and video technology to record the stories and life experiences of their senior citizen partners. Approximately 200

seniors and youth participated in the Digital Clubhouse Project in FY 2003-04. The grant for this project has ended, however the project is being continued through volunteer efforts and partnerships with the Senior Net programs at the City's senior centers.

SENIOR EMPLOYMENT RESOURCE CENTER

In 2004-2005 the Senior Employment Resource Center (SERC) was expanded into a full service Information and Assistance service called the Older Adult Resource Center, providing information on housing, transportation, nutritional programs, health services, senior centers, and more, in addition to employment services and Internet job searches

The 1.0 Senior Recreation Leader who oversaw the SERC did not have the skill set to run the expanded center. A 1.0 FTE Recreation Program Specialist took over the day-to-day operations in early FY 2004-05, expanding existing services and initiating a new information and assistance telephone hotline. As a result of these changes, use of the center has dramatically increased, and the proposed elimination of the Senior Recreation Leader position can be implemented without any negative impact to the new and improved services. . The Proposed Budget Document indicated that services might be reduced to as many as 25 Seniors seeking employment. In fact the number of Seniors serviced for employment needs has increased under our new reorganization. Services to Seniors seeking employment have increased this year and in the future and will be unaffected by the proposed reduction. The table below lists numbers of seniors served between both programs.

Year	Senior Employment Resource Center	Older Adult Resource Center
03-04	<ul style="list-style-type: none">• 660 Unduplicated Seniors per year Average of 90 Seniors served per month	N/A
04-05	<ul style="list-style-type: none">• 210 Unduplicated Seniors served in first quarter FY 04-05• Average of 77 Seniors served per month during first quarter FY 04-05	<ul style="list-style-type: none">• 303 Unduplicated Seniors served in second quarter FY 04-05• 684 Unduplicated Seniors served in third quarter FY 04-05 Average of 226 Seniors served per month during second and third quarters FY 04-05

Additionally, there was a concern that several non-profit agencies such as the Council on Aging of Silicon Valley Senior Employment Center, Proven People Senior Employment Program, and Senior Staff which offer specialized services for adults ages 50 and up and provide employment resource and referral would be adversely impacted by the changes to our employment program. Interviews with clients show that most of the seniors seeking employment use multiple employment resource services during their job search. As such, most seniors are already using these other employment services; therefore, no major impact to the other services is expected.

/s/
SARA L. HENSLEY
Director of Parks, Recreation
and Neighborhood Services